

# Erika Pardy

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TEC Small Business Chair  
St. John's, NL



## Hello!

I bring a wealth of diverse expertise to the executive table, positioning myself as a strategic asset for forward-thinking organizations. My extensive educational background spans Animal Behavior, Psychology, Alternative Medicine, and Nutrition, all complemented by strong business acumen.

With over three decades of experience in the pet industry, I have honed my skills in manufacturing, import/export, distribution sales, branding, and marketing. My entrepreneurial journey includes building a successful pet nutrition company and publishing an international magazine on alternative health care, creating the largest holistic pet care community worldwide.

My deep understanding of holistic health practices is supported by my education in Business Administration, Marketing, and Sales, alongside early experience with the Canadian Marketing Association. I have a proven track record in positioning, branding, and strategic business development.

As a published author and visionary behind major publications, I am recognized as a thought leader and influencer. I have consulted in six countries across four continents, showcasing my global perspective and cross-cultural competence. My dedication to social causes included developing and building programs that created job opportunities for underprivileged youth in Europe through animal care education.

Upon returning to Newfoundland and Labrador in 2012, I transitioned into economic development, spearheading several municipal projects, and later entering the hospitality and tourism sector. I transformed a boutique inn into a 5-star sensation through entrepreneurial spirit and leadership.

In 2023, I co-founded Cape International Atlantic Inc., where I now serve as CEO, driving growth and innovation.

My community service roles, including Chair of the Community Youth Network and Vice Chair of the Eastern Destination Management Organization, and current role as director of a social enterprise focused on affordable housing, underscore my commitment to fostering community resilience.

My multifaceted background, commitment to excellence, and track record of success make me a valuable asset to any executive team navigating complex challenges.

In my spare time, I enjoy networking, spending time with my three adult children, and hiking with my dogs.

## My TEC Group Vision

Our group serves as a safe harbour for business owners in Newfoundland & Labrador, where we unite to empower one another and propel our businesses to greater success than we could achieve individually.

## Let's Start the Conversation

[epardy@tec-canada.com](mailto:epardy@tec-canada.com) | 403.262.1010

## Take The Leap Towards Transforming Your Leadership Skills Now!

Connect with me today to start your journey towards growth and opportunities that align with your business and personal goals. Elevate your business and personal success with me and my group of exceptional business leaders by your side!

Respectfully Yours,

**TEC**CANADA